

CLAIMS

1 1. A merchandising display assembly, comprising:
2 an elongated display member having at least a first face and a second
3 face;
4 a plurality of merchandising support hangers extending from at least
5 one of said first and second faces; and
6 a bracket secured to an end of said display member and such that said
7 display member is pivotally adjustable relative to said bracket, said bracket
8 mounting to a location of an existing support and in order to support the
9 display member in an elevated and elongate extending fashion.

1 2. The merchandising display assembly as described in claim 1,
2 further comprising a substantially “U” shaped bracket, at least one adjustable
3 screw communicating with a surface of said bracket and contacting the existing
4 support.

1 3. The merchandising display assembly as described in claim 2,
2 further comprising a pair of adjustable thumb screws associated with said
3 bracket.

1 4. The merchandising display assembly as described in claim 1,
2 further comprising an arcuate shaped track defined in an extending surface of

3 said bracket and defining a range of pivotal adjustment associated with said
4 display member.

1 5. The merchandising display assembly as described in claim 4,
2 said elongated and merchandise supporting display assembly further
3 comprising a strip display, an elongate insert pivotally associated with said
4 arcuate shaped track and axially seating with said strip display.

1 6. The merchandising display assembly as described in claim 5,
2 further comprising first and second spaced apart plates exhibiting aligning
3 tracks, an adjustable wing screw extending through said aligning tracks and an
4 associated end of said elongate insert.

1 7. The merchandising display assembly as described in claim 4,
2 said elongated display member exhibiting a specified shape and size and being
3 adjustable over at least a 180° range of pivotal adjustment.

1 8. The merchandising display assembly as described in claim 7,
2 further comprising said elongated display pivoting along an axially extending
3 plane relative said bracket.

1 9. The merchandising display assembly as described in claim 7,
2 further comprising said elongated display pivoting along a crosswise extending
3 plane relative said bracket.

1 10. The merchandising display assembly as described in claim 1,
2 said elongated display member exhibiting a specified shape and size, an
3 advertising indicia securing to a specified location of said display member.

1 11. A merchandising display assembly, comprising:
2 an elongated display member having at least first and second planar
3 extending and merchandise supporting surfaces; and
4 a substantially “U” shaped bracket secured to an extending end of said
5 display member and such that said display member is pivotally adjustable
6 relative to said bracket, said bracket mounting to a location of an existing
7 support and in order to support the display member in an elevated and elongate
8 extending fashion.

1 12. A merchandising display assembly, comprising:
2 an elongated and reinforced strip display exhibiting first and second
3 oppositely facing surfaces;
4 a plurality of merchandise support hangers extending from said first and
5 second faces; and

6 a substantially “U” shaped bracket mounting to a location of an existing
7 support, an elongated insert pivotally secured to said bracket and seatingly
8 engaged with an axially extending interior defined within said strip display;
9 said strip display being supported in an elevated and elongate extending
10 fashion relative the existing support.

1 13. The merchandising display assembly as described in claim 12,
2 further comprising a pair of adjustable thumb screws associated with said
3 bracket.

1 14. The merchandising display assembly as described in claim 12,
2 further comprising first and second spaced apart plates extending from a
3 surface of said bracket, said plates exhibiting aligning tracks, an adjustable
4 wing screw extending through said aligning tracks and an associated end of
5 said elongate insert.

1 15. The merchandising display assembly as described in claim 4,
2 said elongated display member exhibiting a specified shape and size and being
3 adjustable over at least a 180° range of pivotal adjustment.